

Video Chatterbox Nation

Education

A report on live video communications in the education industry: yesterday, today and tomorrow

nexmo® | The Vonage®
API Platform



Live Video in Education

When TokBox, now a part of **Nexmo**, ran its **first national study** about Americans' attitudes toward video communications in 2012, less than half of the country regularly used video chat. Most of their video chatting was between friends and family. Repeated in 2015, 2017 and again in 2018, the now longitudinal study provides deep insights into the transition of video from social to commercial use and its pervasiveness.

Using data from the **Video Chatterbox Nation 2018** study and Nexmo OpenTok live video platform usage, this report takes a closer look at video communications in the education industry.

For anyone focused on digital transformation in education, this report reveals changing consumer behaviors, an industry analysis, and future outlook.



Key Takeaways for Education Innovators



Universal Adoption

Live video is reaching almost universal adoption for social use between friends and family



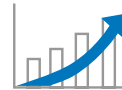
Developed Category

Education has well developed industry supply with a broad offering of live video services



Business Is Next

Consumers want to video chat not just with friends and family, but businesses and brands too—including education organizations



Strong Future Growth

Consumer demand for live video in education is forecast to grow steadily. Integrating live video into existing platforms could accelerate uptake



The Most Personal Experience

A key motivation for video calling is that it creates a more personal and engaging experience than other channels



Hottest Use Case

Online tutoring has the strongest consumer usage and forecast growth in education



Different Industry Adoption

As video calling with businesses and brands becomes mainstream, industries are adopting it at different rates



Quality at Scale

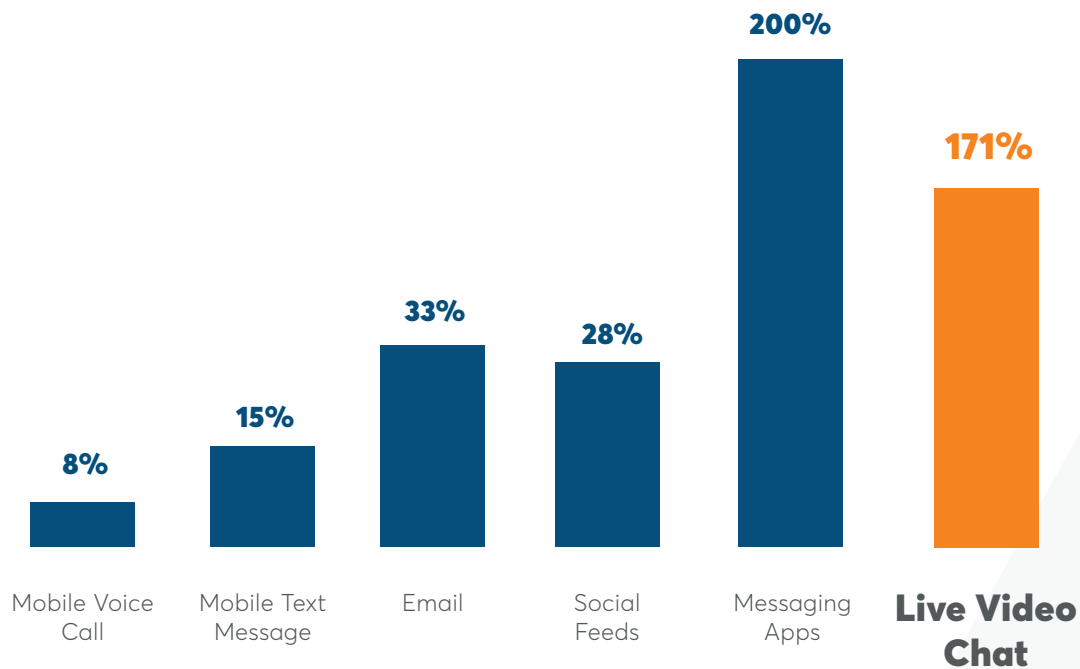
As live video in education grows, organizations must navigate the technological challenges of delivery including quality and reliability across high volumes of simultaneous users

The Age of Social Video Chat

The rise of video chat through the ages—from occasional video calls to an everyday method of social communication in everyone's pocket

Growth of Communication Channels Between Friends and Family

2015 - 2018 percentage growth of regular usage



Today 1 in 3 people video chat **at least once a week.**



2 in 5 people video chatted more in 2018 than they did in 2017.



Millennials overwhelmingly chat the most with a **175% increase** in regular live video usage over the last three years.

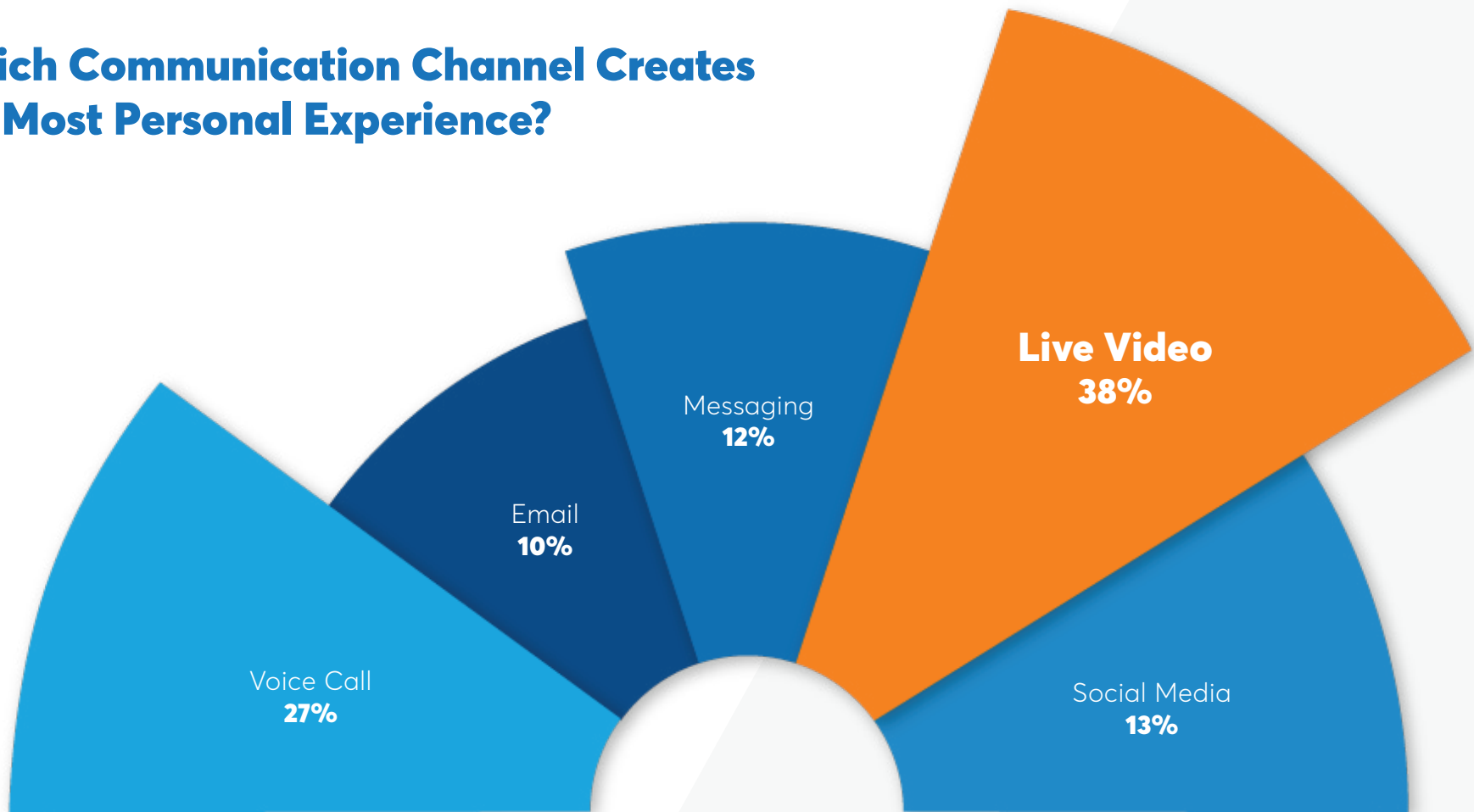


Today **1 in 4** millennials chat every day.

Create Personal Customer Experiences with Live Video

A key motivation for video calling is that it creates a more engaging and personal experience compared to other channels.

Which Communication Channel Creates the Most Personal Experience?



The Rise of Consumer-to-Business Video Communications

With live video achieving rapid social adoption, consumer-to-business video communication is swiftly following suit.

Growth of Communication Channels Between Consumers and Businesses

2015-2018 percentage growth of regular usage



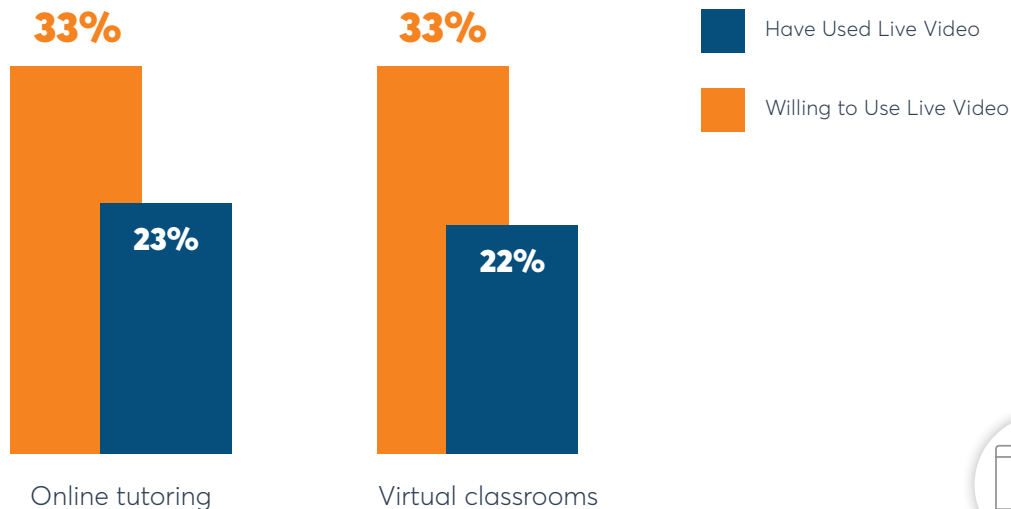
The steady growth of consumer-to-business live video throughout the years suggests video chat will be a lasting phenomenon.

Is your education communications strategy ready for live video?

How Consumers Use Live Video in Education

Don't miss an opportunity to engage your customers on this growing channel. Gain a better understanding of how live video is being used in education.

Where Do Consumers Want to Use Video Chat?



Online Tutoring



Exam Proctoring



Telepresence Robot Learning

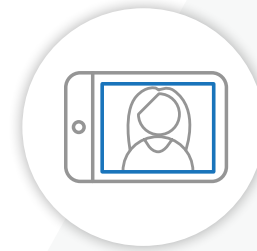
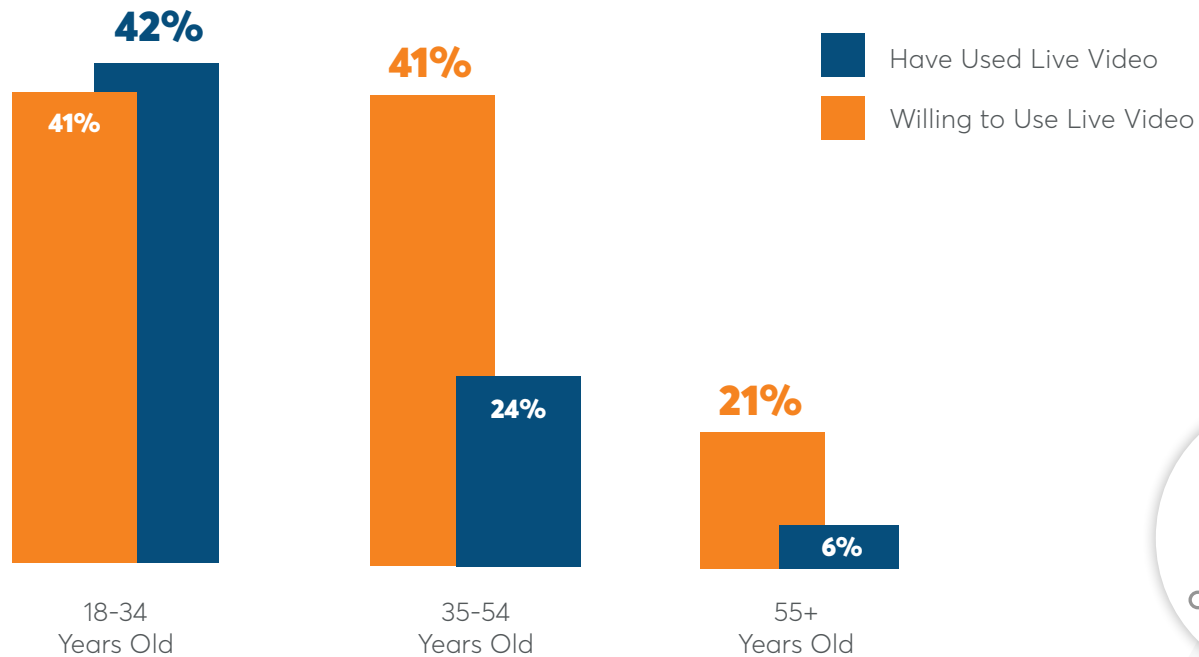


Virtual Classrooms

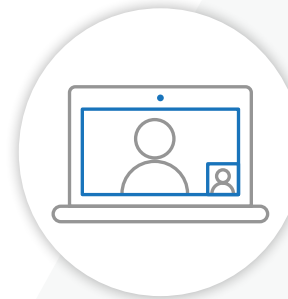
1 in 3 people say they would like to use live video to speak with a tutor remotely, such as through a **language learning app** or **education platform**.



Who is Video Chatting in Education?



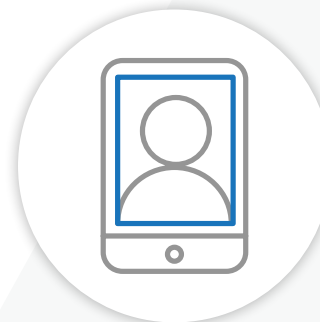
#3 Tablet



#2 Laptop

Why do Consumers Want to Video Chat in Education?

- More affordable education
- On-demand learning on any device
- Highly personalized teaching and learning
- Increased collaboration in and out of the classroom
- Wider access to education from anywhere in the world



#1 Mobile

Mobile is the Preferred Device for Video Chat in Education

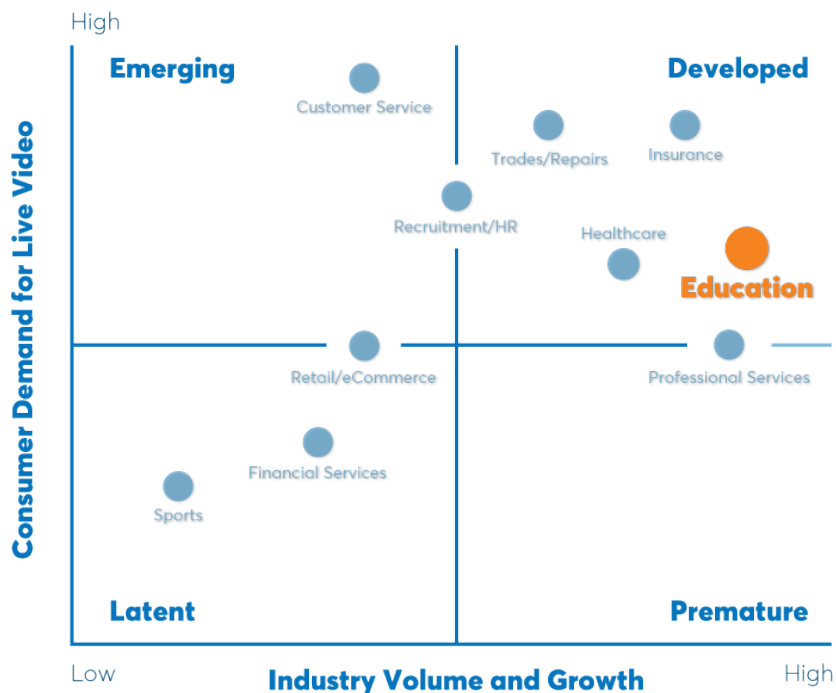
Industry Analysis

Is the Education Industry Meeting Consumer Demand for Live Video?

As live video communications mature, it is inevitable that consumer appetites evolve at different rates for different types of services. This can make it difficult for organizations to decide if and when to invest in live video, to ensure they are not investing in solutions consumers don't want whilst also not falling behind competitors.

This graph highlights the gaps and opportunities between consumer demand and industry delivery—based on a combination of survey responses, OpenTok platform minutes and industry growth.

How Does Education Rank?



Gaps & Opportunities

- Education has well developed industry supply with a broad offering of live video services
- There are high volumes of video calling across all education use cases
- Consumer demand is forecast to grow steadily
- Integrating live video into existing online education platforms and classroom workflows could further accelerate consumer uptake

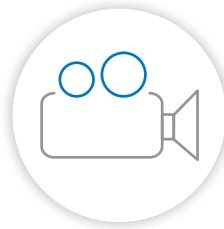
5 Live Video Rules for Education Innovators



Mobile

Be available to everyone, anywhere and on any device

Students and teachers want and need access to tools for studying, communicating, and collaborating on-demand and while on-the-go.



Record

Securely archive for ongoing learning material

Capturing and archiving live video interactions lets students revisit lessons while teachers and education organizations can reuse recordings for ongoing learning content.



Secure

Prioritize privacy and protection of user data

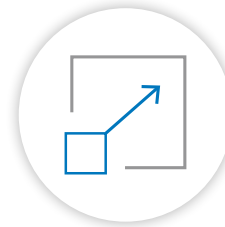
Live video exchanges must be transmitted and stored securely and compliantly, protecting the privacy of students and teachers.



Embedded

No downloads, no plugins, in-context

Live video must be embedded into existing education platforms so that teachers and students never have to leave their workflow, screen, or app.



Scale

Interactive learning experiences, at scale

Whether live video is the primary channel for delivering classes, or complementary to a traditional classroom, reliability across high volumes of simultaneous users is critical.

Live Video Put into Practice

Online Tutoring

Cambly is an on-demand language marketplace that helps people from around the world learn English. The Cambly app connects students with native speakers where they can practice English together via live video chat from their mobile phone, tablet or computer.

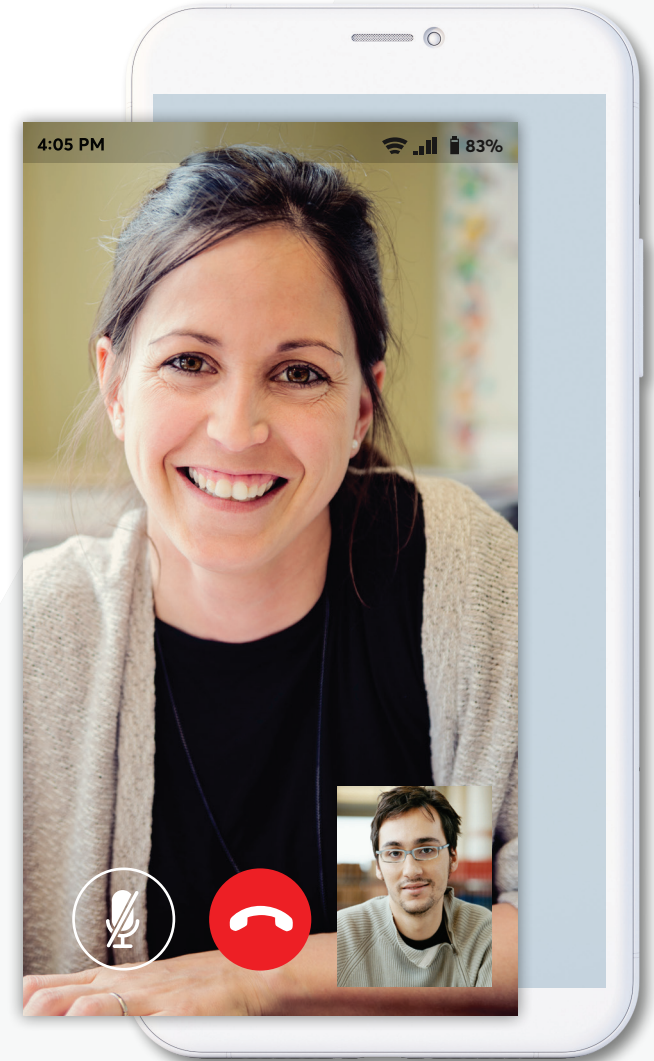
Bringing Language Learning to Life

With the help of Nexmo OpenTok, Cambly transports students to an English speaker's world. Nexmo OpenTok is a live video platform that makes it easier for developers and businesses to add live interactive video, voice, and messaging into their web and mobile apps.

Live video recreates the natural, face-to-face experience of engaging with someone in their native country—all with a few taps on a device. When conversing in any language, body language and nonverbal cues add a deeper level of understanding, and live video brings this richness to learning English on the Cambly platform.

The Results:

- On-demand interactive learning compatible with any device
- Ability to record and playback every conversation
- Real-time feedback and discussions





The **Vonage**
API Platform

Is your business ready for the next big education engagement channel?

Add video chat to your education experience strategy with Nexmo APIs

It's now easier than ever to meet consumer demand for live video communications with the **Nexmo OpenTok Platform**. Whether you're building a new service from the ground up or adding to existing education engagement channels, you can create a custom video experience using our robust APIs, or add plug-and-play video to your website in minutes using Video Chat Embeds.

Education companies such as **Chegg**, **Minerva**, **Cambly**, and **PresenceLearning** rely on Nexmo to power seamless, secure live video interactions between students, teachers, and providers.

But it doesn't stop at video. To deliver a truly outstanding experience in education, organizations must meet customers on all channels.

With communications APIs from Nexmo, you can now program any interaction so that the right message is delivered to the right person, on the right channel, at precisely the right moment.

Learn more. Contact us at:

+1 415 941 5878 | **sales@nexmo.com**

Building Blocks

Here are some of the communications building blocks you can use to make every customer interaction count:



Voice



Messaging



Video



Authentication

Want to find out how you can start building?
Speak to an expert about implementation and video best practices.

GET STARTED

About the Video Chatterbox Nation Study

Video Chatterbox Nation 2018 study was created by TokBox (now a part of Nexmo, the Vonage API Platform) and administered by Toluna via the Toluna platform. The anonymous nationwide survey involved a sample of 1100 adults (18+ years of age) in accordance with US census representation figures for age, region, race, ethnicity, gender, and income.